

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:)	
)	Examiner: Yehdega Retta
Jim E. Rainey)	
)	Art Unit: 3622
Application No: 10/661,220)	
)	Confirmation No.: 6821
Filed: September 12, 2003)	
)	
For: ADVERTISING BASED ON A)	
SEARCH AND USER ATTRIBUTE)	
COMBINATION)	

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

Dear Sir:

In response to the Non-Final Office Action dated February 3, 2010, Applicant respectfully requests that the above-identified application be amended as follows and that the following remarks be considered.